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| <b>RESPONSE UNDER 37 C.F.R. 1.116</b><br><b>EXPEDITED PROCEDURE</b><br><b>EXAMINING GROUP ART UNIT 2125</b> |
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Todd R. COLLART

Application No.: 09/295,856

Filed: April 21, 1999

For: SYSTEM, METHOD AND ARTICLE  
OF MANUFACTURE FOR  
TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC  
STORAGE MEDIUM (as amended)

Examiner: Paul L. RODRIGUEZ

Art Unit: 2125

Confirmation No.: 7668

Docket No.: IA 1506.01A US

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**AMENDMENT AND RESPONSE UNDER 37 CFR §1.116**

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this correspondence is being facsimile  
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No. (703) 746-7238 on:

November 6, 2003  
(Date)

Renee M. Franks  
(Type or print name)

*Renee M. Franks*  
(Signature)

Dear Sir:

In response to the outstanding final Office Action mailed September 8, 2003, please amend the above-identified Application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

*Entry NOT Recommended 11/21/03*